## ORDER

Order / Rev: 36897 Alt Order #: 08837635

Product Desc: OCEGUERA/CON/DEM

Estimate: 1557

Flight Dates: 08/07/12 - 08/13/12

Original Date / Rev: 08/06/12 / 08/06/12

Order Type: **GENERAL** 

KLAS

Primary AE: Mike Jones

Sales Office: K-WAS

Sales Region: National

Agency

Orders

Name: **GMMB** 

**Buying Contact:** Maura Gilroy

Billing Contact:

1010 Wisconsin Ave NW

Washington, DC 20007

Demographic: A25-54

Product Codes:

Priority: LV1

Revenue Codes: AGY, POL, CAND Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

15%

Cash

Broadcast

EOM/EOC

Advertiser

Name:

Oceguera, John CD3

PO1

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date End Date # Spots Gross Amount Net Amount 07/30/12 08/13/12 11 \$11,500.00 \$9,775.00 **Totals** 

Month	# Spots	Gross Amount	Net Amount	Rating 0.00	
August 2012	11	\$11,500.00	\$9,775.00		
Totals	11	\$11,500.00	\$9,775.00	0.00	

00:15:00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total		
KLAS	30%	\$11,500.00		
Market	100%	\$38,333.33		

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$9,583.33
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$1,916.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
1	8	08/07/12	08/13/12	8 News Now 6a M	-F CM	6-7a	MTWTF	:30	1	\$1,100.00LV1	0.00 NM	1	\$1,100.00
				8 News Now 6a M	1-F								
	8 NEV	VS NOW AT	7AM								- 1		
	St	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
V	leek: 08	8/07/12	08/13/12	MTWTF	1	\$1,100.00	0.00						
2	8	08/07/12	08/13/12	CBS This Morning	7-9a CM	7-9a	MTWTF	:30	2	\$900.00LV1	0.00 NM	2	\$1,800.00
				CBS This Morning	3								

Print Date: 08/06/12 16:45:05 Page 2 of 2

**KLAS** 

Order / Rev:

Flight Dates:

36897

Advertiser:

Oceguera, John CD3

Alt Order #:

08837635

08/07/12 - 08/13/12

Product Desc:

OCEGUERA/CON/DEM

Estimate:

1557

Start Date   End Date   Weekdays   Spots/Week   Rate   Spots	Ln Ch Start End CBS THIS MORNING	Inventory Code Break	Start/End	Time Days	Len Sp	oots Rate	Pri Rtg Typ	e Spots	Amount
CBS NEWS SUNDAY MORNING  Start Date   End Date   Weekdays   Spots/Week   Rate   Number   Start Date   Start D	Start Date End Date							_	
CBS NEWS SUNDAY MORNING   Start Date   End Date   Weekdays   Spots/Week   Rate   News Now Solon   Start Date   End Date   Weekdays   Spots/Week   Rate   Start Date   End Date   Mexicosy07/12   O8/13/12   O8/13/1	3 8 08/12/12 08/12/12	•	CBS Sunday	MorniS	:30	1 \$1,200.0	0LV1 0.00 N	VI 1	\$1,200.00
New	CBS NEWS SUNDAY MOR								
A   8   08/07/12   08/13/12   8 News Now Noon M-F CM   12-1230p   MTWTF   :30   1   \$650.00 LV1   0.00 NM   1   \$650.00									
8 NEWS NOW AT NOON    Start Date   End Date   Week: 08/07/12   08/13/12   08/		<del></del>						_	
8 NEWS NOW AT NOON Start Date End Date Weekdays Spots/Week Rate Week: 08/07/12 08/13/12 MTWTF 1 \$650.00 0.00  5 8 08/07/12 08/13/12 8 News Now 4p M-F CM 4-5p MTWTF :30 2 \$900.00LV1 0.00 NM 2 \$1,800.00  8 News Now 4p M-F CM 4-5p MTWTF :30 2 \$900.00LV1 0.00 NM 2 \$1,800.00  8 NEWS NOW AT 4PM & 430PM Start Date End Date Weekdays Spots/Week Rate Week: 08/07/12 08/13/12 8 News Now 5-630p M-FCM 5-630p MTWTF :30 2 \$1,250.00LV1 0.00 NM 2 \$2,500.00  8 NEWS NOW ROTATION 8 News Now 5-630p M-FCM 5-630p MTWTF :30 2 \$1,250.00LV1 0.00 NM 2 \$2,500.00  8 NEWS NOW ROTATION 8 News Now 5-630p M-F CM 5-630p MTWTF :30 2 \$1,250.00LV1 0.00 NM 2 \$2,500.00  8 NEWS NOW ROTATION 8 News Now 5-630p M-F CM 11-1135p MTWTF :30 1 \$1,700.00LV1 0.00 NM 1 \$1,700.00  8 NEWS NOW AT 11PM 8 News Now 11p M-F CM 11-1135p MTWTF :30 1 \$1,700.00LV1 0.00 NM 1 \$1,700.00  8 NEWS NOW AT 11PM Start Date End Date Weekdays Spots/Week Rate Week: 08/07/12 08/13/12 MTWTF 1 \$1,700.00 0.00  8 8 08/11/12 08/13/12 MTWTF 1 \$1,700.00 0.00  8 8 08/11/12 08/13/12 MTWTF 1 \$1,700.00 0.00  8 News Now Sa/Su 11p 8 NEWS NOW AT 11PM-WKND Start Date End Date Weekdays Spots/Week Rate Rating News Now Sa/Su 11p 8 NEWS NOW AT 11PM-WKND Start Date End Date Weekdays Spots/Week Rate Rating News Now Sa/Su 11p 8 NEWS NOW AT 11PM-WKND Start Date End Date Weekdays Spots/Week Rate Rating News Now Sa/Su 11p 8 NEWS NOW AT 11PM-WKND Start Date End Date Weekdays Spots/Week Rate Rating News Now Sa/Su 11p 8 NEWS NOW AT 11PM-WKND Start Date End Date Weekdays Spots/Week Rate Rating News Now Sa/Su 11p 8 NEWS NOW AT 11PM-WKND Start Date End Date Weekdays Spots/Week Rate Rating News Now Sa/Su 11p 8 NEWS NOW AT 11PM-WKND No SA/Su 11p 8 NEWS NOW AT 11PM-WKND	4 8 08/07/12 08/13/12	*	12-1230p	MTWTF	:30	1 \$650.0	0LV1 0.00 N	M 1	\$650.00
Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   0.00	S NEWS NOW AT NOON	8 News Now Noon M-F							
Week: 08/07/12   08/13/12   MTWTF   1 \$650.00   0.00		Weekdays Snots/Week	Rate	Rating					
8 News Now 4p M-F 8 NEWS NOW AT 4PM & 430PM  Start Date End Date Weekdays Spots/Week Rate Week: 08/07/12 08/13/12 8 News Now 5-630p M-FCM 5-630p M-TWTF :30 2 \$1,250.00LV1 0.00 NM 2 \$2,500.00  8 NEWS NOW ROTATION Start Date End Date Weekdays Spots/Week Rate Week: 08/07/12 08/13/12 8 News Now 11p M-F CM 11-1135p MTWTF :30 1 \$1,700.00LV1 0.00 NM 1 \$1,700.00  8 NEWS NOW AT 11PM Start Date End Date Weekdays Spots/Week Rate News Now 11p M-F CM 11-1135p MTWTF :30 1 \$1,700.00LV1 0.00 NM 1 \$1,700.00  8 NEWS NOW AT 11PM Start Date End Date Weekdays Spots/Week Rate News Now 11p M-F CM 1 \$1,700.00 0.00  8 8 08/11/12 08/13/12 8 News Now 11p Sa/SuCM 11-1135PSS :30 1 \$750.00LV1 0.00 NM 1 \$750.00  8 NEWS NOW AT 11PM Start Date End Date Weekdays Spots/Week Rate News Now Sa/Su 11p 8 News Now Sa/Su 11p 8 News Now AT 11PM-WKND Start Date End Date Weekdays Spots/Week Rate Rating News Now AT 11PM-WKND Start Date End Date Weekdays Spots/Week Rate Rating News Now AT 11PM-WKND Start Date End Date Weekdays Spots/Week Rate Rating News Now AT 11PM-WKND Start Date End Date Weekdays Spots/Week Rate Rating News Now AT 11PM-WKND Start Date End Date Weekdays Spots/Week Rate Rating News Now Sa/Su 11p 8 News Now AT 11PM-WKND Start Date End Date Weekdays Spots/Week Rate Rating News Now Sa/Su 11p 8 News Now Sa/Su 1									
8 News Now 4p M-F 8 NEWS NOW AT 4PM & 430PM  Start Date End Date Weekdays Spots/Week Rate Week: 08/07/12 08/13/12 8 News Now 5-630p M-FCM 5-630p M-TWTF :30 2 \$1,250.00LV1 0.00 NM 2 \$2,500.00  8 NEWS NOW ROTATION Start Date End Date Weekdays Spots/Week Rate Week: 08/07/12 08/13/12 8 News Now 11p M-F CM 11-1135p MTWTF :30 1 \$1,700.00LV1 0.00 NM 1 \$1,700.00  8 NEWS NOW AT 11PM Start Date End Date Weekdays Spots/Week Rate News Now 11p M-F CM 11-1135p MTWTF :30 1 \$1,700.00LV1 0.00 NM 1 \$1,700.00  8 NEWS NOW AT 11PM Start Date End Date Weekdays Spots/Week Rate News Now 11p M-F CM 1 \$1,700.00 0.00  8 8 08/11/12 08/13/12 8 News Now 11p Sa/SuCM 11-1135PSS :30 1 \$750.00LV1 0.00 NM 1 \$750.00  8 NEWS NOW AT 11PM Weekdays Spots/Week Rate News Now Sa/Su 11p 8 News Now Sa/Su 11p 8 News Now AT 11PM-WKND Start Date End Date Weekdays Spots/Week Rate Rating News Now AT 11PM-WKND Start Date End Date Weekdays Spots/Week Rate Rating News Now AT 11PM-WKND Start Date End Date Weekdays Spots/Week Rate Rating News Now AT 11PM-WKND Start Date End Date Weekdays Spots/Week Rate Rating News Now AT 11PM-WKND Start Date End Date Weekdays Spots/Week Rate Rating News Now Sa/Su 11p 8 NEWS NOW AT 11PM-WKND Start Date End Date Weekdays Spots/Week Rate Rating News Now Sa/Su 11p 8 NEWS NOW AT 11PM-WKND Start Date End Date Weekdays Spots/Week Rate Rating News Now Sa/Su 11p 8 NEWS NOW AT 11PM-WKND Start Date End Date Weekdays Spots/Week Rate Rating News Now Sa/Su 11p 8 NEWS NOW AT 11PM-WKND Now Meekdays Spots/Week Rate Rating News Now Sa/Su 11p 8 NEWS NOW AT 11PM-WKND Now Meekdays Spots/Week Rate Rating News Now Sa/Su 11p 8 NEWS Now Meekdays Spots/Week Rate Rating News Now Sa/Su 11p 8 NEWS Now Meekdays Spots/Week Rate Rating News Now Sa/Su 11p 8 NEWS Now Meekdays Spots/Week Rate Rating News Now Sa/Su 11p 8 NEWS Now Meekdays Spots/Week Rate Rating News Now Sa/Su 11p 8 NEWS Now Meekdays Spots/Week News Now Sa/Su 11p 8 NEWS Now Meekdays Spots/Week News Now Sa/Su 11p 8 NEWS Now Meekdays Spots/Week News Now Sa/Su 11p 8 NEWS Now Meekdays Spots/W	5 8 08/07/12 08/13/12	8 News Now 4p M-F CM	4-5p	MTWTF	:30	2 \$900.0	0LV1 0.00 N	M 2	\$1,800.00
Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   08/13/12   08/13/12   08/13/12   8 News Now 5-630p M-FCM   5-630p   MTWTF   :30   2 \$1,250.00LV1   0.00 NM   2 \$2,500.00		· · · · · · · · · · · · · · · · · · ·	•						
Week: 08/07/12         08/13/12         MTWTF         2         \$900.00         0.00           6         8         08/07/12         08/13/12         8 News Now 5-630p M-FCM         5-630p         MTWTF         :30         2         \$1,250.00 LV1         0.00 NM         2         \$2,500.00           8         NEWS NOW ROTATION         Start Date         End Date         Weekdays         Spots/Week         Rate         Rating         Rating         Week: 08/07/12         08/13/12         8 News Now 11p M-F         CM         11-1135p         MTWTF         :30         1         \$1,700.00 LV1         0.00 NM         1         \$1,700.00           8         NEWS NOW AT 11PM         Start Date         End Date         Weekdays         Spots/Week         Rate         Rating         Rating         News Now Sa/Su 11p         8 News Now Sa/Su 11p         8 News Now Sa/Su 11p         8 News Now AT 11PM-WKND         8 News Now AT 11PM-WKND         Rate         Rating         Rating         Rating         Rating         Rating         Rating         News Now Sa/Su 11p         8 News Now Sa/Su 11p	8 NEWS NOW AT 4PM & 43	ворм							
6 8 08/07/12 08/13/12 8 News Now 5-630p M-FCM 5-630p MTWTF :30 2 \$1,250.00LV1 0.00 NM 2 \$2,500.00 8 News Now 5-630p M-FCM 8 NEWS NOW ROTATION Start Date End Date Week: 08/07/12 08/13/12 8 News Now 11p M-F CM 11-1135p MTWTF :30 1 \$1,700.00LV1 0.00 NM 1 \$1,700.00 NM 1 \$1,70			-						
8 NEWS NOW ROTATION  Start Date   End Date   Weekdays   MTWTF   2 \$1,250.00   0.00  7 8 08/07/12 08/13/12 8 News Now 11p M-F CM   11-1135p   MTWTF   :30   1 \$1,700.00LV1   0.00 NM   1 \$1,700.00  8 NEWS NOW AT 11PM   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Rating   Week: 08/07/12   08/13/12   8 News Now 11p Sa/SuCM   11-1135p   MTWTF   :30   1 \$1,700.00LV1   0.00 NM   1 \$1,700.00  8 8 08/11/12 08/13/12   Weekdays   Spots/Week   Rate   Rating   MTWTF   1 \$1,700.00   0.00  8 8 08/11/12 08/12/12 8 News Now 11p Sa/SuCM   11-1135p  SS   :30   1 \$750.00LV1   0.00 NM   1 \$750.00  8 NEWS NOW AT 11PM-WKND   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Rating   Rating   Week: 08/06/12   08/12/12  SS   1 \$750.00   0.00								_	
8 NEWS NOW ROTATION Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Week: 08/07/12   08/13/12   8 News Now 11p M-F   CM   11-1135p   MTWTF   :30   1 \$1,700.00 LV1   0.00 NM   1 \$1,700.00	6 8 08/07/12 08/13/12	•	5-630p	MTWTF	:30	2 \$1,250.0	0LV1 0.00 N	VI 2	\$2,500.00
Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   0.00	8 NEWS NOW POTATION	8 News Now 5-630p M-F							
Week: 08/07/12         08/13/12         MTWTF         2 \$1,250.00         0.00           7 8 08/07/12 08/13/12         8 News Now 11p M-F         CM         11-1135p         MTWTF         :30         1 \$1,700.00 LV1         0.00 NM         1 \$1,700.00           8 NEWS NOW AT 11PM         Start Date Veek: 08/07/12 08/13/12         Veekdays Spots/Week Rate Veek: 08/07/12 08/13/12         Rating MTWTF         1 \$1,700.00         0.00           8 8 08/11/12 08/12/12         8 News Now 11p Sa/SuCM 11-1135P        SS         :30         1 \$750.00 LV1         0.00 NM         1 \$750.00           8 NEWS NOW AT 11PM-WKND         8 News Now Sa/Su 11p         8 News Now Sa/Su 11p         Rating Rating         Rating         News Now Sa/Su 11p         <		Weekdays Snots/Week	Rate	Rating					
8 News Now AT 11PM  Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Week: 08/07/12   08/13/12   MTWTF   1 \$1,700.00   0.00  8 8 08/11/12 08/12/12 8 News Now 11p Sa/SuCM   11-1135P  SS   :30   1 \$750.00 LV1   0.00 NM   1 \$750.00  8 News Now Sa/Su 11p  8 NEWS NOW AT 11PM-WKND  Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Week: 08/06/12   08/12/12  SS   1 \$750.00   0.00	<del></del>							I	
8 NEWS NOW AT 11PM  Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Week: 08/07/12   08/13/12   MTWTF   1 \$1,700.00   0.00  8 8 08/11/12 08/12/12 8 News Now 11p Sa/SuCM   11-1135P  SS :30   1 \$750.00 LV1   0.00 NM   1 \$750.00   8 News Now Sa/Su 11p 8 NEWS NOW AT 11PM-WKND  Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Week: 08/06/12   08/12/12  SS   1 \$750.00   0.00	7 8 08/07/12 08/13/12	8 News Now 11p M-F CM	11-1135p	MTWTF	:30	1 \$1,700.0	0LV1 0.00 N	<u>М</u> 1	\$1,700.00
Start Date Week: 08/07/12         End Date Weekdays         Weekdays         Spots/Week         Rate Rating           8 8 08/11/12 08/12/12         8 News Now 11p Sa/SuCM         11-1135P        SS         :30         1 \$750.00 LV1         0.00 NM         0.00 NM         0.00 NM         0.00 NM         0.00 NM         0.00 NM		8 News Now 11p M-F	•						
Week: 08/07/12       08/13/12       MTWTF       1 \$1,700.00       0.00         8       8       08/11/12       08/12/12       8 News Now 11p Sa/SuCM       11-1135P      SS       :30       1 \$750.00 LV1       0.00 NM       1 \$750.00         8 NEWS NOW AT 11PM-WKND       8 NEWS NOW AT 11PM-WKND       Start Date       End Date       Weekdays       Spots/Week       Rate       Rating         Week: 08/06/12       08/12/12      SS       1 \$750.00       0.00	8 NEWS NOW AT 11PM								
8 8 08/11/12 08/12/12 8 News Now 11p Sa/SuCM 11-1135PSS :30 1 \$750.00LV1 0.00 NM 1 \$750.00 8 News Now Sa/Su 11p 8 NEWS NOW AT 11PM-WKND Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/06/12 08/12/12SS 1 \$750.00 0.00									
8 News Now Sa/Su 11p 8 NEWS NOW AT 11PM-WKND Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/06/12 08/12/12SS 1 \$750.00 0.00									
8 NEWS NOW AT 11PM-WKND <u>Start Date End Date Weekdays Spots/Week</u> <u>Rate Rating</u> Week: 08/06/12 08/12/12SS 1 \$750.00 0.00	8 8 08/11/12 08/12/12	•	11-1135P	SS	:30	1 \$750.0	0.00 N	M 1	\$750.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/06/12 08/12/12SS 1 \$750.00 0.00	8 NEWS NOW AT 11PM-W/	•							
Week: 08/06/12 08/12/12SS 1 \$750.00 0.00			Rate	Rating					
								_1	
10(2)5 11 \$11,500.00							Totals	 11	\$11,500.00